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JUN 12 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/874,853
Inventor(s) : Larry James Hughes
Filed : June 5, 2001
Art Unit : 3622
Examiner : John W. Van Bramer
Docket No. : 8552
Confirmation No. : 5078
Customer No. : 27752
Title : On-Channel Marketing and Product Testing System

AMENDMENT AFTER 1ST OFFICE ACTION UNDER 37 CFR §1.111(c)

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

INTRODUCTORY REMARKS

In response to the Office Action of February 10, 2006, the time for response being extended by 1 month, pursuant to the fee charged to the Assignee's Deposit Account in the papers submitted herewith, please amend the above-identified application as follows, consider the following remarks and reconsider the application. Attached hereto is a Petition for a 1-Month Extension of Time, and the fee required under 37 CFR §1.17(a), providing for a timely response up to and including June 12, 2006 (June 10, 2006 falls on a Saturday).

Please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.

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